

International Journal of Administration and Governance

ISSN- 2077-4486

Journal home page: <http://www.iwnest.com/> IJAG/

2016. 2(2): 34-38

RESEARCH ARTICLE

The Level Of Intention To Use On Halal Cosmetic Products Among Students: The Case Of Public University In Malaysia

¹Abd Rahim Romle, ²Mashitah Mohd. Udin, ³Nurul Hamimah Abu Seman, ⁴Norsazwani Mohd Amri, ⁵Nurul Farah Hanim Ahamad, ⁶Adzhlan Muhammad Shah

¹School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Kedah, Malaysia

²School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Kedah, Malaysia

³School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Kedah, Malaysia

⁴School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Kedah, Malaysia

⁵School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Kedah, Malaysia

⁶School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Kedah, Malaysia

Address For Correspondence:

Abd Rahim Romle, School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Kedah, Malaysia

Received 3 March 2016; accepted 26 May 2016; published 5 June 2016

ABSTRACT

Global cosmetic industry set the new trend that is wave of Halal cosmetic products since the raise awareness among recent generation led the new trend in changing of customer behavior. So, this paper is tried to identify the level of intention to use Halal cosmetic products among students in public university. A total of 210 self-administered questionnaires were distributed and the quantitative cross-sectional survey approach has been used. The final response rate was 93.4% (327 responses) and the data obtained was being analyzed using the Statistical Package for Social Sciences (SPSS) version 20 for Windows. From the mean scores, the study shows that overall score of the level of intention to use Halal cosmetic products among the students in the public university of Malaysia is of great important. Finally, implications and some suggestions for the future research are also discussed.

Key words: Halal product, intention to use, public university

INTRODUCTION

Muslim represents the fastest growing in the earth both by the birth and adoption. The population of Muslim consists of up to one quarter of the world's population. About 60.4 percent in 2013 majority of the population is Muslim in Malaysia and that represents over half of our population are Muslim majority. Interestingly, this figure is expected to increase up to 30% in 2025 [16].

Nowadays, in our progressive world, Muslims faced a challenge to determine whether their consumables are religiously accepted or Halal. They are faced with a broad selection of products and services. There are many choices of brands and each brand is competing against each other for shelf space in order to get the attention of their target consumers [3,13,19]. Given the speed of trade globalization, the advancement in science and technology, the continuous change in products' formulation and the on-going initiatives to simplify manufacturing processes, it is essential that the Halal concept be fully understood, especially by the marketers of consumer goods, be it for food or for non-food product categories. This is important because as the consumers

Open Access Journal

Published BY IWNEST Publication

© 2016 IWNEST Publisher All rights reserved

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

To Cite This Article: Abd Rahim Romle, Mashitah Mohd. Udin, Nurul Hamimah Abu Seman, Norsazwani Mohd Amri, Nurul Farah Hanim Ahamad, Adzhlan Muhammad Shah., The Level Of Intention To Use On Halal Cosmetic Products Among Students: The Case Of Public University In Malaysia. *Int. J. Adm. Gov.*, 2(2): 34-38, 2016

become more religious or Halal conscious, they will be looking for products that not only satisfy their needs but also give them “peace of mind.”

The development of science and technology in the processing industry also affects the production of Halal cosmetic, particularly when there are new innovations every day. Many ingredients obtained from chemical, animal, microbial, mineral and synthetic. This means that Muslims as today's consumer is not merely have the basic knowledge of Halal and Haram of the content of such product bought in the market. This is become more serious when the use of additive materials has resulted in difficulties for users to identify the Halal and Haram status of such product that is produced mainly by non-Muslims.

Literature Review:

Halal is an Arabic term meaning “permissible”. In English it most frequently refers to food that is permissible according to Islamic law. In the Arabic language, it refers to anything that is permissible under Islam [8]. Its antonym is Haraam. The term Halal and Haram will be used strictly to describe food products, meat products, cosmetics, personal care products, food ingredients, beverage and food contact materials.

The concept of Halal in Islamic not only revolve around the question either the food can be consumed or not. It is defined as permissibly by the Syariah, authorized, permitted or (which can, be obtained or made) the right way. This means recognition of the Muslim Halal is not only allowed by Islamic law to eaten as is unclean or slaughtered by Muslim, Halal in terms of its development (the process) but the question is more important and earlier. The word Halal originated from Arabian word of *halla yahillu* and *hillan*. Halal is an Arabic word meaning ‘permissible’ or lawful [9] out of something that forbidden, freeing, releases, resolve, dissolution and enable. The term defined in term of Halal is as permissible and opposite to the unlawful and meat prepared in a lawful way.

As reported in Kosmo's news article dated 10 September 2009, there is famous local cosmetic company has been importing beauty products banned from China and Indonesia to be repackaged and sold here using their brand. Among their products is a night cream, whitening cream, skin care creams and herbal scrubs. The operation was also uncovered when a team of 10 enforcement members of Pharmaceutical Selangor Health Department invaded the factory packaging in Klang, Selangor. The products consist film processing material, hidroquin which causing the consumer who used this cosmetic complained that their skin become peeling and even worse some of them was recognized by the doctor to get the skin cancer.

In Berita Harian dated 25 July 2013 report that a skin whitening product brand Kanebo get many complain from the consumer which this product give discoloration of their skin after using its whitening products. Even though this company was comply with local requirement, the material called 4HPB, a synthetic version developed by Kanebo from natural compounds give the negative impact to that cosmetic product. Kanebo is cosmetic company from Japan and it recalled its 54 cosmetic product outside Japan including Malaysia.

Almost twenty years ago, the World Halal Council (WHC) was formed to develop a unified Halal Standard and they were so many steps ahead of everybody else in terms of realizing the need for single standards for the halal industry. Production, preparation, handling and storage – General Guidelines (MS 1500:2009) has been developed under the Malaysian Standard Development System under the Department of Standard Malaysia (DSM), Ministry of Science, Technology and Innovation. It aims to provide guidelines for food products and food trade or business in Malaysia. It will used by JAKIM as the basis for certification but will be added to many other requirement in completing the certification process.

Ajzen and Fishbein [1], define intention as a person's location on a subjective probability dimension involving a relation between himself and some action. Whereas, Armitage and Conner (2001) stated that intention is recognize as the motivation for individuals to engage in certain behaviour. An individual's intention is reflecting based on one personal in nature and the other reflecting social influence [15,18]. This factor is based on Theory Reasoned Action that explained some kinds of human behaviour that affect their daily life. Based on the definition by Ajzen and Fishbein also by Armitage and Corner, this study is trying to find the consumer's motivation in using Halal cosmetic products which is the probability of the action in themselves are very subjective probability.

Referring to TRA, a person's intention is a function of two basic determinants, one personal in nature and the other reflecting social influence. The personal is the individual's positive or negative evaluation of performing the behaviour. This factor is termed attitude toward the behaviour [1,6,11]. Meanwhile, TRA and TPB depict person's behavioural intention as a combination of a three basic determinants; attitude towards the behaviour, subjective norm, and perceived behavioural control [14].

Based on the study that been made by Lada *et al.*, [9] shows that intention is the variable that can be used in TRA and it is a valid model of prediction of this variable. This model has been shown to have a good explanatory power as high as 66.1 percent. Subjective norm has been shown to be the most influential driver of intention to choose halal products. This is in line with Chang [4] and Tarkiainen and Sundqvist [17].

For Muslim, assumption has been made that every Muslim should know what is Halal and what Haram to be consumed. Product knowledge toward Halal product and Halal logo is vital to make purchase decision. Halal

label product contain information just the same as others label product, the different is the Halal logo. The Halal logo on the label gives confirmation to the Muslim consumer especially regarding the Halal-ness of the product. "Obviously, without the knowledge consumer might be reluctant to purchase a Halal product, or might be purchasing a non-Halal product, or might also ignore a product with foreign Halal logo that is not known to the consumer".

Methodology:

This research is designed to study the level of knowledge to use Halal cosmetic products among students in public university. The data were collected using self-administered questionnaire adapted from Haslizatuliza (2011). A 5- point multi item Likert scale format was employed, ranging from 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly agree).

A total 350 questionnaires were distributed to the students in public university by using random sampling. Subsequently, 327 replies were obtained. The Statistical Package for Social Sciences (SPSS) version 20 for Windows was used to generate descriptive statistics.

Findings And Discussions:

Table 1 shows the demographic profile of the respondents. From total of 327 respondents, 228.7% are male while 71.3% are female. The majority of the respondents are at age of 20 until 30 years that reported by 55.0%, aged 31 until 40 is 28.1% while aged 41 until 50 is 15.9%. The minority age is above 51 year that represent for 0.9% from the overall respondents. The Malay respondents are the majority reported by 92.4%, Chinese is 4.6%, Indian 2.1% and others is 0.9%.

Most of the respondents are Malaysian that is 71.6% while non-Malaysian is 28.4%. The respondents mostly are single, 62.7%, married are 35.2% while only 2.1% from the respondents were divorce. Most of the respondents are degree holder reported by 62.7%, Master is 30.0% and PhD by 8.0%.

Table 1: Demographic Profile of the Respondents

Characteristic	Frequency	Percentage (%)
Gender		
Male	94	28.7
Female	233	71.3
Age (year)		
20 - 30	180	55.0
31- 40	92	28.1
41 – 50	52	15.9
51 and above	3	0.9
Race		
Malay	302	92.4
Chinese	15	4.6
Indian	7	2.1
Others	3	0.9
Citizenship		
Malaysian	234	71.6
Non- Malaysian	93	28.4
Marital status		
Single	205	62.7
Married	115	35.2
Divorce	7	2.1
Level of Education		
Degree	203	62.1
Master	98	30.0
PhD	26	8.0

Table 2 indicates both the mean and standard deviations of the intention to use Halal cosmetic products scale. The ranking of importance as suggested by Rosli (2005) and, Rosli and Ghazali (2007) was used as a reference to determine the level of knowledge. The authors have suggested the following four categories based on rank of importance: mean value of 2.59 and below indicates *less importance*, mean value between 2.60 to 3.40 indicates *moderate importance*, mean value ranging from 3.41 to 4.20 indicates *high importance* and mean value of 4.21 and above indicates *great importance*.

Based on the result, all six items obtained mean score value greater than 4.21 which indicate as great important. The items are I choose to use Halal products even not familiar with the brand; I choose to use Halal products even it is quite expensive; I intend to use Halal products; I will use Halal products in the future; I expect to use Halal products in the future; I am willing to use Halal cosmetics.

Table 2: Descriptive Statistics of Intention to Use Halal Cosmetic Products

	Mean	SD
I intend to use Halal products.	4.72	1.132
I choose to use Halal products even not familiar with the brand.	4.47	1.271
I choose to use Halal products even it is quite expensive.	4.64	1.255
I will use Halal products in the future.	4.75	1.178
I expect to use Halal products in the future.	4.76	1.211
I am willing to use Halal cosmetics.	4.85	1.199

The observation of the mean score indicate that the level of intention to use Halal cosmetic products among the students is great important. The mean score ranges from 4.47 to 4.85 on a 5-point Likert scale.

The findings reveal a high mean value among students in public university of Malaysia. Judging from the score, it can be assumed that the students in public university of Malaysia show their intention to use Halal cosmetic products in daily life. All these practices have been employed well by both male and female students (including their age age groups, level of education and different of race group) in the university.

Possibly, Halal cosmetic products tend to more satisfy to use since the students know the ingredients and the process in producing the products is safe. Moreover, consumers would turn their attention to a well-marketed product that does not have a Halal mark but they would read its ingredients, in contrast to purchasing one that has less credibility marketed but sports a Halal logo. Another reason is the consumer having a good knowledge that they know how well when the products have been confirmed to be Halal. It is because the Halalness of the products means that it refers from the preparation, ingredients used, cleaning, handling and processing, right down to transportation and distribution. Halal products also show to stringent standards in hygiene and sanitation, and must not be harmful to health.

Furthermore, the increasing number of Muslim around the world and the raise of awareness among their recent generations are two crucial reasons behind the new trend in the change of behavior among consumers. The Muslim consumers constitute nearly 20% of the population of the world, they started pushing the mainstream cosmetic industry to listen to their voice and satisfy their needs that offering Shariah-compliant products.

Conclusion:

The result shows that the students in the public university of Malaysia have shown high level of intention to use Halal cosmetic products. Several factors such as have more satisfy in using Halal cosmetic products that are more safe and having many knowledge about how the products that being confirmed to be Halal leads them more intent to use Halal cosmetic products. On the other hand, another factor is Muslim population constitute 20% from the world populations lead them to voice out their needs that wanting the market offering the products that being follow the law of Islam. The present study only shows the students from the public university, perhaps, in the future research could include students from the private university and from other sector such as banking and pharmaceuticals.

REFERENCES

- [1] Ajzen, I. and M. Fishbein, 1980. *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, Englewood Cliffs, NJ. Retrieved from <http://www.people.umass.edu>
- [2] Armitage, C.J. and M. Comer, 2001. Efficacy of The Theory of Planned Behaviour: A meta analytic review. *British Journal of Social Psychology*, 40: 471-499.
- [3] Azidin, S.S., A.R. Romle and M.H. Mansor, 2015. Overarching Unified Theory of Acceptance and Use of Technology (UTAUT) Model on the factors effecting behavioral intention towards e-government adoption in Malaysia, *International Journal of Administration and Governance*, 1(10): 106-110.
- [4] Chang, M.K., 1998. "Predicting unethical behavior: a comparison of the theory of reasoned Action and the theory of planned behavior", *Journal of Business Ethics*, 17(16): 1825-33.
- [5] Fishbein, M. and I. Ajzen, 1975. *Belief attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- [6] Jin, L.Y., A. Osman and A.R. Romle, 2015. Attitude towards online shopping activities in Malaysia public university, *Mediterranean Journal of Social Sciences*, 6(2): 456-462.
- [7] Kalafatis, S., M. Pollard, R. East and M.H. Tsogas, 1999. "Green marketing and Ajzen planned behaviour: a cross-market examination", *Journal of Consumer Marketing*, 16(5): 441-60.
- [8] Kamali, M.H., 2003. *Principles of Islamic Jurisprudence*, Islamic Texts Society (third revised and expanded edition), Cambridge.
- [9] Lada, S., H. Tanakinjal and H. Amin, 2009. "Predicting intention to purchase halal products using theory of reasoned action", *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1): 66-76. Retrieved from Emerald Group Publishing Ltd.

- [10] Lutz, R.J., 1991. "The role of attitude theory in marketing", in Kassarian, H.H. and Roberson, T.S.(Eds), *Perspectives in Consumer Behavior*, Prentice-Hall, Englewood Cliffs, NJ, pp: 317-39.
- [11] Manzuma-Ndaaba, N.M., Y. Harada, A.R. Romle and M.K.R.S. Abdullah, 2015. The drivers of service loyalty in homogeneous market: Conceptualizing brand loyalty in Malaysia public universities, *Australian Journal of Basic and Applied Sciences*, 9(30): 67-73.
- [12] Nur Haslizatul Liza, 2011. *Intention to Purchase Halal Products Among Consumer* Universiti Utara Malaysia. Master Thesis.
- [13] Othman, N.A., A.R. Romle, M.M. Udin, P.A.N. Nasri and M.F. Zakaria, 2015. The effect of trust on the link of satisfaction and performance amongst public service servants: A framework, *Australian Journal of Basic and Applied Sciences*, 9(34): 222-227.
- [14] Randall, D.M. and A.M. Gibson, 1991. Ethical Decision Making in the Medical Profession: An Application of the Theory of Planned Behavior. *Journal of Business Ethics*, 10(2): 111-116.
- [15] Romle, A.R., R.C. Razak and A.S. Shamsudin, 2015. Mapping the relationships between quality management practices, human-oriented elements and organizational performance: A proposed framework, *International Journal of Innovation, Management and Technology*, 6(3): 196-201.
- [16] Shafie, S. and M.N. Othman, 2006. "Halal certification: an international marketing issues and challenges", Faculty of Business & Accountancy, Retrieved from <http://www.halalrc.org>
- [17] Tarkiainen, A. and S. Sundqvist, 2005. "Subjective norms, attitudes and intentions of Finnish consumers in buying organic food", *British Food Journal*, 107(11): 808-22.
- [18] Yusof, N.A., A.R. Romle, M.K.A.M. Kamal, S. Othman, M.S.M. Yusof and S.S. Azidin, 2015. An exploratory study of marketing in social networking sites Facebook and the advantages to the business, *International Journal of Administration and Governance*, 1(14): 130-134.
- [19] Zahid, S.Z.M., A.H.Z. Abidin, A.R. Romle and N.H.M. Isa, 2015. Applications of TAM on students participation in service learning at UUM, *Journal of Applied Sciences Research*, 11(18): 14-18.